New Actions New Actions ACTIONS BELIEFS BEHAVIOURS ENVIRONMENT CULTURE PURPOSE To create a successful culture

REGISTERED TRADEMARK - IPONZ (New Zealand)

210 Serial number
1196547

111 Registration number
1196547

551 Kind of mark
Individual

550 Type of mark
Combined

511 Nice classification - NCL
9, 36, 41, 45

220 Application date
November 30, 2021

151 Registration date
June 28, 2022

180 Expiry date
November 30, 2031

540 Reproduction of the mark
New Actions New Actions ACTIONS BELIEFS BEHAVIOURS ENVIRONMENT CULTURE PURPOSE To create a successful culture

NAMES AND ADDRESSES

730 NAME AND ADDRESS OF THE APPLICANT OR THE HOLDER

- Name
MY PURPOSE LIMITED
- Kind
New Zealand Company
- Address
Flat 1
42 Oakwood Grove,
Eastern Beach, Auckland,
2012
- Country
New Zealand

740 NAME AND ADDRESS OF THE REPRESENTATIVE

- Name
LegalVision ILP Pty Ltd
- Kind
Overseas Company
- Address
Level 2
241 Commonwealth Street,
Surry Hills NSW,
2010
- Country
Australia

750 ADDRESS FOR CORRESPONDENCE

- Address
Level 2
241 Commonwealth Street,
Surry Hills NSW,
2010
- Country
Australia

CLASSIFICATION

511 THE INTERNATIONAL CLASSIFICATION OF GOODS AND SERVICES FOR THE PURPOSES OF THE REGISTRATION OF MARKS (NICE CLASSIFICATION)

- 9

computer operating software • downloadable computer software for business management • computer software platforms, recorded or downloadable • computer software programs for education, training and counselling • computer software for business purposes • communication software • downloadable cloud-computing software • educational software • educational apparatus and instruments • interactive education software for use with computers • packaged software, namely downloadable software programs used for education, coaching, training, planning and goal-setting purposes in the field of professional, occupational and personal development

- 36

advisory services relating to the management of financial assets • consultancy in the field of financial planning • financial consulting and advice • financial forecasting • financial planning • financial planning advisory services

- 41

career counselling [education or training advice] • coaching [education and training] • conducting educational events • conducting of educational courses • conducting workshops [training] • conducting workshops and seminars • consultancy relating to training, further training and education • consultancy relating to vocational skills training • consultancy relating to the education and training of management and of personnel • dissemination of educational material • education • education information • education, teaching and training • educational consultancy • educational services in the nature of coaching • life coaching [training] • on-line publication of journals or diaries [blog services] • production of educational materials • providing educational courses • providing

educational information • providing training courses • teaching • training • training and further training for personnel development • training or education services in the field of life coaching

- 45

lifestyle counselling [spiritual assistance] • personal growth and motivation consulting services

531 INTERNATIONAL CLASSIFICATION OF THE FIGURATIVE ELEMENTS OF MARKS (VIENNA CLASSIFICATION)- VCL

- 11.01.19

Coffee mills

- 11.03.04

Cups, cups with saucers

- 11.03.14

Tea pots, coffee pots, kettles

- 13.03.01

Heating, cooking or refrigerating equipment

- 15.01.01

Machines for industry and industrial installations (such as for pressing, grinding, mixing, distilling or excavating, including millstones)

- 27.05.01

Letters presenting a special form of writing

- 27.05.25

Letters presenting some other special form of writing

IP OFFICE - IPONZ (New Zealand)

- Official status

Registered

- Status date

June 28, 2022

- Country of filing

New Zealand

Disclaimer: Global Brand Database does not ensure the correctness nor the completeness of the information.

FURTHER INFORMATION

270 Application language

en